

**FRESNO YOSEMITE INTERNATIONAL AIRPORT
CITY OF FRESNO - DEPARTMENT OF AIRPORTS**

**REQUEST FOR QUALIFICATIONS (RFQ)
FOR AN ECONOMIC IMPACT ANALYSIS
AT FRESNO YOSEMITE INTERNATIONAL AIRPORT**

A. PROGRAM NARRATIVE

The City of Fresno is seeking a qualified firm or individual to perform an objective Economic Impact Analysis for Fresno Yosemite International Airport that will assess the economic, social, health, and public welfare benefits that are realized in the Airport's market area from the Airport's daily operation.

B. BACKGROUND

The Fresno Yosemite International Airport (Airport) is owned and operated by the City of Fresno. Located approximately six air miles northeast of the downtown area of the City of Fresno, the Airport is the primary commercial airport serving a population of more than a half million just in the Fresno-Clovis Metropolitan Area. The Airport also draws passengers from the surrounding six-county region comprising the Central San Joaquin Valley with a total 1.8 million in population. The Fresno-Clovis Metropolitan Area is the largest urban area and the principal business center in the Central San Joaquin Valley Region. Fresno Yosemite International Airport is the only major air carrier airport in the Central Valley.

The Airport seeks an objective analysis by a qualified aviation consultant to quantify the economic impact Fresno Yosemite International has on its service region.

C. MINIMUM QUALIFICATIONS

Interested firms must possess knowledge and experience in, but not limited to, the following:

- Ability to utilize current airport economic impact models to identify and measure the impacts of economic activity related to the Airport
- Economic benefits related to aviation and aviation related businesses

- Economic benefits related to various industries such as tourism, business, future air service, etc.
- Ability to meet tight deadlines
- Public presentations
- Formal report preparation

D. SCOPE OF WORK

The scope of work will identify and examine aviation-related activities at the airport that create economic impact. These impacts are generated in three ways: Direct, Indirect and Induced (or multiplier). Combined, the three impact types yield the total economic impacts of the airport.

The scope of work should include the following:

- Direct Economic Impact
- Indirect Economic Impact
- Induced (Multiplier) Economic Impact
- Overall Economic Impacts expressed separately in three economic impact measures: Economic Activity (Output); Earnings (Payroll); and Jobs
- Deliverables
 - Technical Report.
 - Summary Brochure
 - Study CD
 - Newspaper Insert

E. CRITERIA FOR CONSULTANT SELECTION

1. Experience relevant to this project
2. Experience and past performance with projects of similar magnitude and complexity
3. Understanding of project objectives and the dynamics of the local and regional areas
4. Track record of projects finished on-time and within budget
5. Working relationship with federal, state and local agencies

F. ADMINISTRATIVE PROCEDURES

1. The selection process will evaluate all timely submissions. The submissions that meet the Minimum Qualifications as outlined in Section C of this RFQ will be evaluated by using a comparative analysis of the firm or individual based on the Criteria for Consultant Selection. Phone interviews may be conducted as part of the selection process. A final ranking will be established and presented to the Director of Aviation.
2. The Director of Aviation will select a firm from the ranking list.
3. Fee and scope negotiations will take place with the selected firm or individual. If an agreement is not reached then the selected firm or individual will be disqualified and fee and scope negotiations will begin with the next ranked firm or individual. If a fee and scope agreement cannot be obtained, then the City reserves the right to terminate the selection process and/or re-advertise for consulting services.
4. The City of Fresno Professional Consulting Services Agreement will be entered into once a firm or individual is selected. A copy of a sample agreement is available upon request. The selected Consultant shall be required to submit a "Conflict of Interest Declaration" on City furnished forms and obtain required insurance coverage.

G. GENERAL REQUIREMENTS/CONDITIONS

1. The City hereby notifies all interested firms or individuals that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, age, sexual orientation, ethnicity, status as a disabled veteran or veteran of the Vietnam era.
2. Prospective firms or individuals are advised that the City in the solicitation or evaluation of the interested consultants incurs no obligation or commitments. The City reserves the right to waive or modify any part of this RFQ process without penalty at their sole discretion.

3. Submission of a Statement of Qualification from a proposing firm or individual indicates a willingness to prepare, for a fee, an independent cost estimate even though the firm or individual is not selected to continue beyond Phase One of the selection process. Preparation of the independent estimate, if requested by the Airport, will eliminate a firm or individual from further consideration for this project.
4. All firms or individuals interested in responding to this Request for Qualifications shall do so by submitting three (3) copies of their statement of Qualifications by 5:00 PM PDT on Monday, January 31, 2005 to:

Patti Miller
Marketing & Air Service Manager
4995 E. Clinton Way
Fresno CA 93727-1525
559.621.4500

5. At a minimum, submissions shall include the following:
 - A. Minimum Qualifications as per Section C of this RFQ including relevant back up documentation.
 - B. An approach to and understanding of the project objectives.
 - C. Identify the project manager, project team(s), and include firm profiles and single page personnel resumes.
 - D. Relevant comparable experience with projects of similar scope and scale.
 - E. Provide references and examples of projects with similar scope and type. Include budget and schedule information related to these projects.
 - F. A description of the capability of each firm, individual and/or sub-consultant to establish and meet project schedules and deadlines.